



# FAST TAKE

**APPLE EVENT  
SEPTEMBER 2017**

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KEY ANNOUNCEMENTS &  
BRAND IMPLICATIONS

## APPLE EVENT: SEPTEMBER 2017

Apple hosted its most exciting and important event in years at the new Steve Jobs Theater in the Apple Park headquarters in Cupertino, California. Recognized as the Apple iPhone's 10th anniversary event, there were plenty of exciting announcements that revealed Apple's point of view and plans on betting on the future of content, experience and technology. Remember, the original iPhone was the game-changer in how people connect and creator of new digital ecosystems (e.g. app stores like Apple's App Store).

As with any major Apple event, there was plenty of anticipation and rumors swirling in the press and amongst Apple fans. Ultimately, the announcements included long-awaited new versions & updates of the iPhone, Apple Watch, Apple TV, iOS, and more.

While Apple is historically a secretive company, and many of the products unveiled are not available to the public yet, there is plenty of potential in the hardware and software announcements that savvy marketers can begin taking advantage of and thinking about. In this Fast Take, we break down the major product unveilings from Apple Event: September 2017 and what they mean for marketers.

**“It (iPhone X) is the biggest leap forward since the original iPhone.”**  
– Tim Cook, CEO, Apple



SOURCE: BGR.COM

## THE ANNOUNCEMENTS

Among the announcements were a slew of unveilings and previews of the latest Apple hardware and software offerings, including:

**iPhone 8** - Instead of the traditional evolution from an iPhone 7 to an iPhone 7S, Apple went straight to the iPhone 8 and 8 Plus. The difference? A stronger “true tone” screen, faster chips, improved cameras, new finishes, and the claim that it is Apple’s most durable phone yet, thanks to a waterproofing seal. The most exciting thing for many is that the new phone supports wireless charging via the Qi charging standard (it’s not new - this is something companies like IKEA already support).

**Apple Watch Series 3** - There are updates to the heart rate app and the color options but it’s the new cellular connection that is key. An iPhone is no longer needed to make calls and access the internet. *(Side note for brands interested in health & wellness: Apple announced the Apple Heart Study, created in partnership with Stanford Medicine to discover how to better detect atrial fibrillation).*

**Apple TV** - The new Apple TV features HDR support for better colors and supports 4K (i.e. super-high definition) content for higher resolution. Via select major studio partnerships, Apple will sell 4K versions of their films via the iTunes store. The key update is to Apple TV’s software, which offers a “TV” app that showcases live sports and will serve up select games based on a viewer’s preferences, as well as provide live scores when a viewer switches to other content.

**iOS 11** - The highlight of the announcements for many was the new iOS 11’s augmented reality (AR) app support. Apple offered select demos of the capabilities, including MLB’s At Bat AR app and IKEA Place, which can create lifelike pictures of furniture in your home via AR capabilities.

**iPhone X** - As CEO Tim Cook put it, the iPhone “set the path for the next decade.” The all-screen iPhone X (pronounced “ten” in commemoration of the tenth anniversary of the iPhone) offers a 5.8-inch “super retina” screen. There is no home button and it uses a new Face ID feature and TrueDepth camera system to unlock it.

## OTHER EXCITING ANNOUNCEMENTS

**Animoji** - Described as “custom animated messages that use your voice and reflect your facial expressions,” Apple’s AI version of emojis lets users create animated, sharable emojis. Animoji will use the FaceID hardware face-scanning features of the iPhone X to create custom 3D versions based on your own facial expressions. Available via iOS 11, these animated versions of the ever-popular emoji can be accessed within the Messages app.

**Town Square** - Besides the new hardware and software, Apple’s SVP of Retail, Angela Ahrendts, showed off Apple’s new retail designs (dubbed “Town Squares”), some of which were unveiled internationally this past year. It illustrates Apple’s view on the future of commerce and the value of experiential marketing. Initiatives include “[Today at Apple](#),” which include free classes that are designed to connect with both current and potential Apple customers and tap into the power of community.



SOURCE: THEVERGE.COM

## WHAT THIS MEANS FOR BRANDS

The slew of announcements come with a plethora of opportunities for marketers. While much of it requires the need to wait and see what Apple will open up to partners, there are ways to leverage the technologies in the short term. Here's what you should keep in mind:

### QUALITY STORYTELLING REQUIRES BOTH CONTENT & TECHNOLOGY

Upgrades to Apple devices like the iPhone 8 and 8 Plus featuring better displays and 35% louder speakers are tremendous for those with consumer-facing content. When it comes to connected TV, AppleTV 4K proves that Apple is invested in helping consumers access high-quality content for lower prices than HD content on other platforms. However, Apple has cut select content deals with partners like Paramount Pictures, Sony Pictures Television, and more, so it doesn't seem like Apple is doubling down in the TV and film business the way it did with the music business via iTunes years ago.

The most relevant news for marketers (or those who align themselves with sporting teams) is that Apple's tvOS and TV app will alert users to games of interest and highlight live game moments. This could be an interesting opportunity for those who have made significant sports investments (e.g. sponsorships).

### AR ISN'T COMING; IT'S HERE

The AR support via iOS 11 has some of the most obvious opportunities for marketers. While the ARKit for app developers launched this summer, it's clear that Apple is highly committed to investing in AR capabilities. With the iPhone 8's superior camera, the opportunities for how brands can leverage AR to enhance retail, print and real-world experiences are endless. iPhone X users' access to FaceID and the TrueDepth camera system scanning takes advantage of machine learning algorithms for offerings ranging from security to real-time animated emojis. Depending on the access Apple allows, the idea of creating custom consumer content based on something as personal as a user's face could be interesting for brand-driven experiences, ranging from messaging to potentially showing how a new lipstick could look.

### LESSONS IN RETAIL

Those interested in the evolution of commerce and retail should take note of the educational [workshops and events](#) for Apple consumers of all ages, as well as the evolution of Apple stores in Town Squares that are taking advantage of public spaces to connect product, consumer and intention.

## UNLOCKING THE FACE'S POTENTIAL

Although there is still uncertainty to the access enabled by FaceID, there is huge potential when it comes to understanding the attention and emotions of consumers from facial scanning. Reading articles, watching videos and scrolling through content feeds can possibly be tracked by scanning the emotional responses. Imagine being able to retarget people based on whether and when they felt happy, angry, sad, or amused, and then imagine a company like Facebook tweaking their algorithm based on that and attention metrics.

All of this sophisticated face and object mapping will open the door to better AR features from platforms like Snap and Facebook, particularly as the technology migrates to less expensive iterations of the iPhone and beyond. Brands should also look for smart ways to connect with consumers via Apple's AI version of emojis, Animoji. The ability to tap into the beloved emoji like the wink face and even the poop emoji, as well as brand-based emoji, could be lucrative.

## DON'T OVERLOOK WEARABLES

According to CEO Tim Cook, the Apple Watch has become the top-selling watch globally, beating out both traditional brands and smartwatch brands. Apple also claims that the Apple Watch is the most used heartrate monitor in the world— a massive feat for the company. With the opportunity for a consumer to be untethered from a smartphone, there will be the inevitable need to rely more on apps that may have previously only had access on an iPhone (think content like music, social platforms, messaging apps, etc.). This also gives companies in the fitness tracker and smartwatch space (e.g. Fitbit) reason to sweat, as the software and hardware continues to improve the consumer experience they will need to keep up the pace.

## RECOMMENDED READS

[Watch The Keynote Here](#)

[Watch The New Apple Ads Here](#)

[Read More on Apple's Facial Recognition](#)

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